

**#MARITIME**  
**#TECHNOLOGY**  
**#DECARBONISATION**  
**#ENVIRONMENT**  
**#SHIPPING** **#OCEAN**  
**#DIGITALISATION**  
**#SUSTAINABILITY**  
**#EQUITABILITY** **#GOVERNANCE**  
**#TRANSFORMATION**

## WEBSITE ADVERTS MEDIA INFO PACK & PRICING 2022



Explore the  
advertising  
opportunities.

### GET IN TOUCH

Website: [fathom.world](https://fathom.world)  
Email: [info@fathom.world](mailto:info@fathom.world)  
Twitter: [@fathomworld](https://twitter.com/fathomworld)

FATHOM.WORLD

# MARITIME & OCEAN NEWS

[WWW.FATHOM.WORLD](https://www.fathom.world)

**#MARITIME**  
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## **ABOUT** **FATHOM.WORLD**

The website aspires to be the place you can find the latest news about the transformation of the maritime and ocean industries. Fathom World is part of Fathom Maritime Media, owned by Craig Eason, a former deep-sea navigation officer, and BBC journalist currently living in Stockholm.

## **WHAT** **WE OFFER**

### **WEBSITE ADVERTISING**

The Fathom.World website is a great way to advertise, attracting over 5k views every month from people in the industry. Subscriptions to our weekly Newsletter just surpassed 2000.

### **THE ARONNAX PODCAST**

Delve into the transformation of the ocean and maritime industries as they face some of their greatest sustainability challenges.

[Listen to Aronnax >](#)

### **NEWSLETTER**

Over 5,000 subscribers from shipping and maritime sectors open our weekly Newsletter. Our open rate is 94%!

[Subscribe Here >](#)

### **EVENTS**

Craig is an expert moderator of the industry events, writing industry speeches, editing videos, doing the occasional voice-over, and generally keeping his finger on the pulse of change and transformation.

## **OUR TEAM**

### **Craig Eason**

EDITORIAL DIRECTOR/ FOUNDER

Author, journalist, event host and moderator, both for in-house events and public.

### **Jenny Ward**

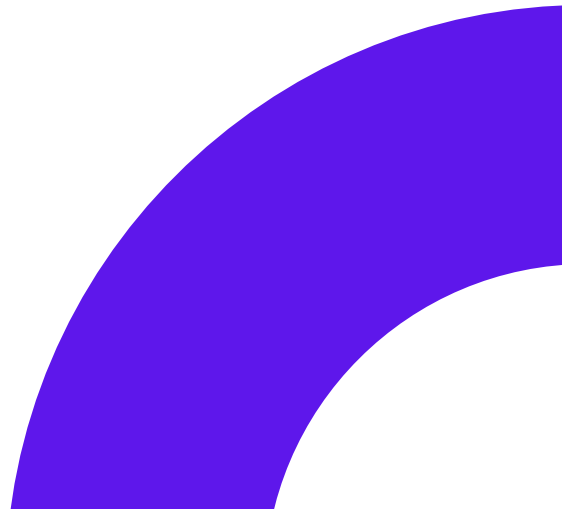
ASSISTANT

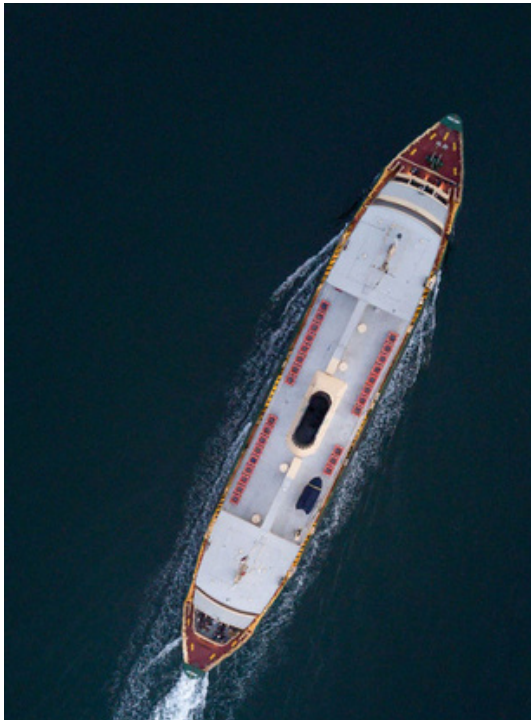
Supports Craig with collating and publishing stories on the website.

### **Aggie Dymarska**

DESIGNER

Helps maintain the website and ensures it is user friendly and glitch free.





## THE FATHOM.WORLD WEBSITE

The website gets thousands of hits every month from real people in the maritime industry. Users often leave Web pages in 10–20 seconds, but they spend an average of **2 minutes** on Fathom World!

## OUR NUMBERS

**2,803+**

USERS VISITING EVERY MONTH

**4,271+**

PAGEVIEWS EVERY MONTH

**248+**

VIEWS OF THE TOP POST

**10+**

VISITOR COUNTRIES

**5,000+**

NEWSLETTER SUBSCRIBERS

## AND THIS IS JUST THE START

Above numbers are for July 2021 and growing every month. With large part of the traffic coming from our Newsletter you can be confident these are real people with real interest in the topic and services and products you provide.

## AD SPACE

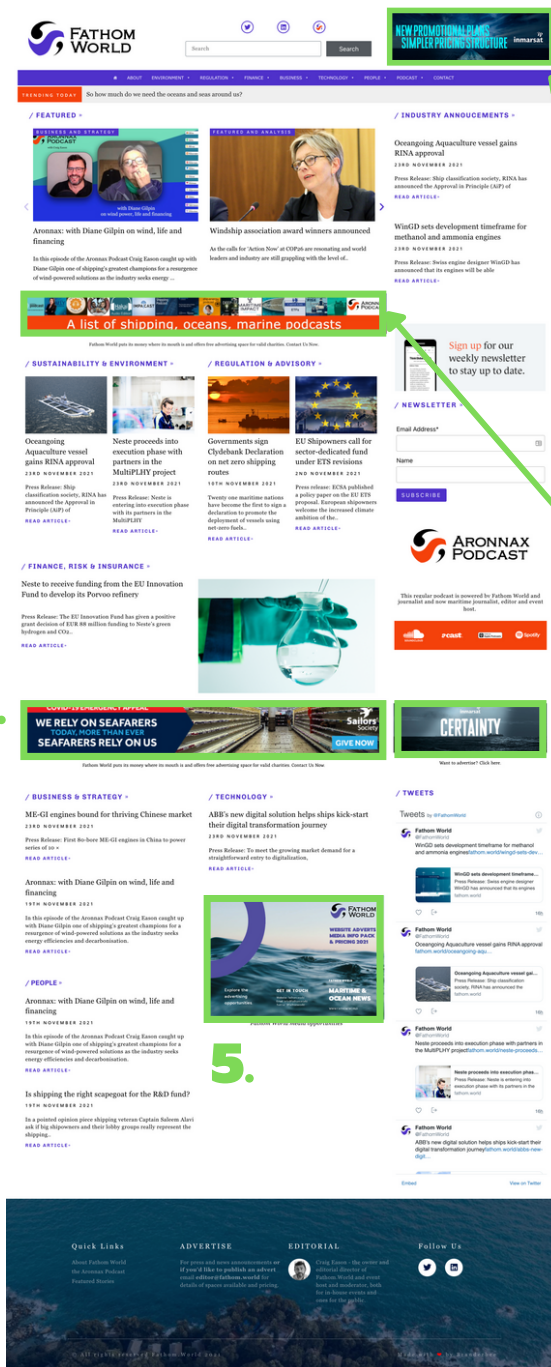
With over 3k views every month, from all over the globe the Fathom.World website is the perfect spot for advertisers to showcase their products and services to thousands of people.

accepted files: .png, .jpg, .giff

## THE PODCAST

Listen to our podcast, sponsor episode or commission your own series moderated to suit your needs and goals by a broadcaster with years of experience.

[Listen to Aronnax >](#)



# HOME PAGE ADS 1-2

## 1. WEBSITE HEADER AD

Recommended ratio: 600x200px  
Price: £800 per month

DESKTOP: The ad appears at the top of every page (average active sessions per week: 3,692)

APPEARS ON MOBILE: No

## 2. FEATURED STORIES WIDE AD

Recommended ratio: 950x100px  
Price: £300 per month

DESKTOP: The ad appears under featured stories.

APPEARS ON MOBILE: No

# HOME PAGE ADS 3-5

## 3. HALF SCROLL WIDE AD

Recommended ratio: 950x100px  
Price: £500 per month

DESKTOP: The ad appears around a middle of the home page.

APPEARS ON MOBILE: Yes

## 4. HALF SCROLL NARROW AD

Recommended ratio: 600x200px  
Price: £500 per month

DESKTOP: The ad appears on the right side of the home page.

APPEARS ON MOBILE: Yes

## 5. BOTTOM RECTANGULAR AD

Recommended ratio: 450x350px  
Price: £300 per month

DESKTOP: The ad appears at the bottom of the home page.

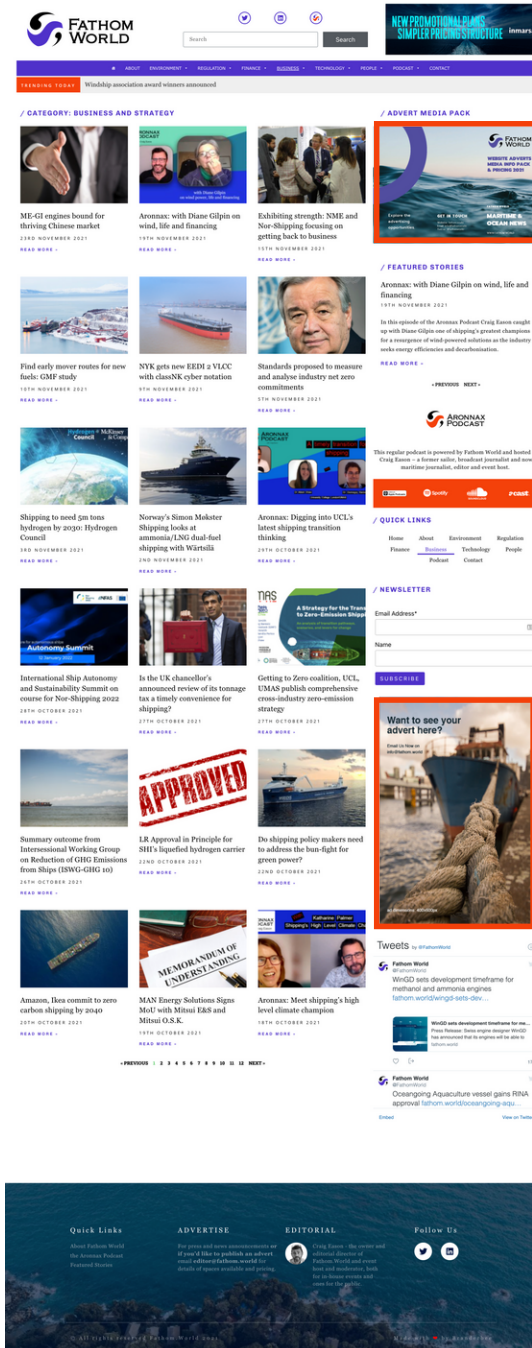
APPEARS ON MOBILE: Yes

# FATHOM.WORLD CATEGORIES:

- ENVIRONMENT
- REGULATION
- FINANCE
- BUSINESS
- TECHNOLOGY
- PEOPLE

Advertising opportunities range from website advertising, newsletter inserts and mailshots, and promotion and sponsorship within the podcast.

We can also advise and help in podcast and other multimedia content production.



# CATEGORY PAGES ADS 6-7

## 6. CATEGORY PAGES AD

Recommended ratio: 400x350px  
Price: £600 per month

DESKTOP: The ad appears on the right side of each category page (there are 6 category pages).

APPEARS ON MOBILE: Yes, under the stories from that category.

## 7. CATEGORY PAGES TALL AD

Recommended ratio: 400x600px  
Price: £600 per month

DESKTOP: The ad appears above the Twitter feed.

APPEARS ON MOBILE: Yes, above the twitter feed.

**ENQUIRE NOW:**  
**INFO@FATHOM.WORLD**



# ARTICLES PAGES ADS 8-9

## 8. ARTICLES PAGES AD

Recommended ratio: 400x600px  
Price: £1000 per month

DESKTOP: The ad appears on the right side of every article.

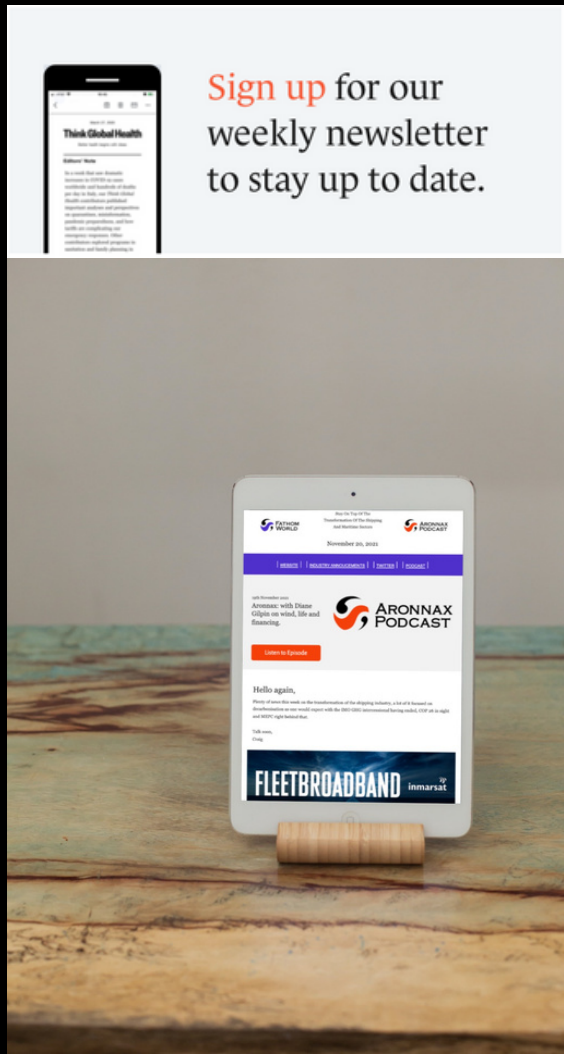
APPEARS ON MOBILE: Yes, under the article body.

## 9. ARTICLES PAGES AD 2

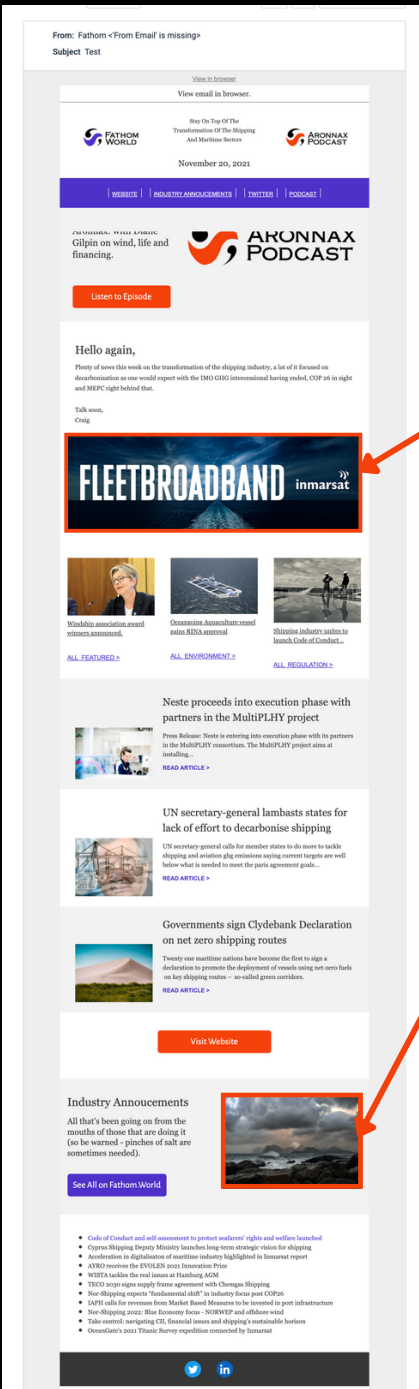
Recommended ratio: 400x350px  
Price: £600 per month

DESKTOP: The ad appears on the right side of the article, below Ad 8.

APPEARS ON MOBILE: Yes, at the bottom of the page.



**SIGN UP ON  
FATHOM.WORLD  
PAGE HERE**



# NEWSLETTER

## WIDE BANNER ADVERT

Recommended ratio: 400x150px  
Price: £750 per 2 Newsletters

## INDUSTRY ANNOUNCEMENT BANNER OR IMAGE POST AD

Recommended ratio: 400x150px  
OR 590x380 / 550x420

Price: £600 per 2 Newsletters

# THE STATS:

Over 5,000 subscribers in shipping and maritime sectors receive the Fathom Newsletter every week, making it a perfect place to advertise your products and services.

Our newsletter open rate is 25% and unsubscribe rate only 0.1% (compared to an average 0.3%!



## THE PODCAST

The regular podcast is powered by Fathom World and hosted by Craig Eason – a former sailor, broadcast and now maritime journalist, editor, and event host.

A skilled moderator, broadcaster, and journalist Craig can help you create YouTube and podcast content around the most popular and talked about topics.

[Contact Craig Now>](#)

## PODCAST SERVICES

### ADVERT

Episodes Sponsorship  
Breakdown Segment  
Episode Advert Insert  
Page Branding  
Podcast Series

### PRICE

Ask for quote  
Ask for quote  
Ask for quote  
Ask for quote  
Ask for quote

## EVENTS

We welcome invites and event enquiries.

For hosting and moderator services please contact [info@fathom.world](mailto:info@fathom.world)

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[See the Podcast Page >](#)

## CHECK IT OUT



# YOUR EVENT CREATION AND MANAGEMENT PARTNER

## CRAIG EASON ON STAGE

Craig Eason has over 20 years experience interviewing personalities, experts and industry leaders in front of an audience. His ability to engage both with his guests and the audience, his enthusiasm for the topics and wide industry knowledge make him a popular choice as an event moderator and host.



The Fathom World team has over 20 years experience in creating and developing events ranging from in-house briefings for organisations to large public events drawing in hundreds of participants. We can develop event programmes and content that is topical, relevant and of value to all who participate.

### WEBINARS

Webinar weary? We have experience in planning webinars that are engaging, focused and of value.

### SEMINARS

Fathom has created in-house and customer focused workshops and seminars for clients across the maritime and ocean industry.

### LARGER EVENTS

Contact us to discuss any large event ideas you may have. We can help with planning, preparation and logistics, as well as content and focus.

## OUR TEAM

### Craig Eason

EDITORIAL DIRECTOR/ FOUNDER

Author, journalist, event host and moderator, both for in-house events and public.

### Jenny Ward

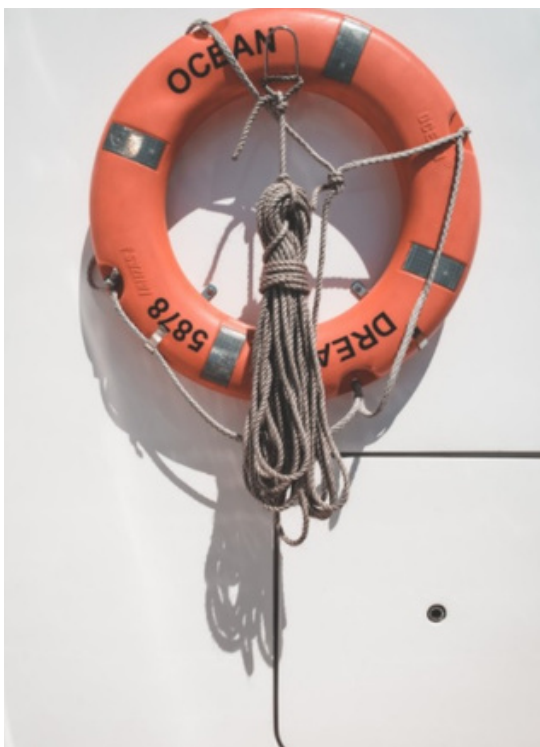
ASSISTANT

Supports Craig with collating and publishing stories on the website.

### Aggie Dymarska

DESIGNER

Helps maintain the website and ensures it is user friendly and glitch free.



## SUMMARY

Please contact us if you'd like to run the advert for more than a month or would like to feature an advert in our weekly newsletter.

We offer to design the adverts for you, making the process quick and easy.

## WEBSITE ADVERTISING

**Display Time: 30 Days**

|      |                                 |
|------|---------------------------------|
| £800 | 1. Website Header               |
| £300 | 2. Home Page Featured Stories   |
| £500 | 3. Home Page Half Scroll Wide   |
| £500 | 4. Home Page Half Scroll Narrow |
| £300 | 5. Home Page Bottom Rectangular |
| ---  | ---                             |
| £600 | 6. Category Pages Rectangular   |
| £600 | 7. Category Pages Tall Ad       |
| ---  | ---                             |
| £1k  | 8. Articles Pages Tall Ad       |
| £600 | 9. Articles Pages Rectangular   |

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[Website >](#)



[Podcast Page >](#)

## AD DESIGN

**Static advert**

Send us the text, pictures and link for your advert and we will design and upload it for you. Prices from £60/ad.

**Dynamic GIFF animation**

Send us the text, pictures and link for your advert and we will create a giff animation which draws more attention and makes most of the ad space you purchase. Prices starting from £60 + £40 for each additional image.

[FATHOM .WORLD](http://FATHOM.WORLD)

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